

ABSTRACT

An optical element drive mechanism is provided which includes (i) a movable portion including at least an optical element having a reflecting surface; (ii) a support member for supporting the movable portion rotatably with respect to a fixing member; and (iii) a drive mechanism including at least a coil and a magnet for driving the movable portion. The pole surface of the magnet is substantially in parallel with the reflecting surface of the movable portion and/or the coil is provided between the magnet and the reflecting surface.